

Academic Vitae

NAME: Ma Chunguang

TEL: 64494296; 13522521973

EMAIL: cma_uibe@163.com

PRESENT UNIVERSITY POSITION AND DEPARTMENT: Professor, Business School

EDUCATION

(Please refer from the most recent degree; please indicate research topics and dissertation topics for Doctoral or higher degrees)

Master of Business Administration (MBA), (from August 1983 to May 1985)

College of Business Administration
University of San Francisco, U.S.A.
Major in International Business

Bachelor of Arts (BA), (from September 1971 to May 1975)

College of Foreign Languages
Nankai University, Tianjin, China
Major in English language

Research Topics

Go-global Strategies of Chinese Enterprises in Their Endeavour in Expanding Overseas Markets; Cross-cultural Comparison and Management of Chinese Enterprises, etc.

GENERAL WORK EXPERIENCE

(Please list here ONLY general information on your work experiences, explanations are required in later items; please follow the examples as you write.)

From May 1975 to present, **Professor of International Business & Strategic Management**, School of Business, University of International Business & Economics (UIBE), Beijing, China;

From January 1976 to July 1979, **Commercial Officer**, the Commercial Counsellor's Office, the Chinese Embassy in Guyana, Georgetown, Guyana;

From August 1968 to September 1971, **Supervisor**, the 3rd Division, Tianjin Harbor

Administration, Tianjin, China.

RESEARCH INTERESTS

International Business Management;
Corporate Strategic Management;
Internationalization of Chinese Enterprises.

TEACHING INTERESTS

International Business Management;
Corporate Strategic Management;
Cross Cultural Management.

RESEARCH PROJECTS

(Please include academic research projects, teaching projects and entrepreneurial projects, etc.) Emphasis on the recent 5 years (2008.6-2013.6)

Example:

Globalization & the Chinese Enterprise Management (research project), from August 2011 to May 2013;

Globalization & the Cross-cultural Management of Chinese Enterprises (research project), from January 2009 to July 2011;

Cases Involving Going-Global Strategies and Operations of Chinese Enterprises (teaching project), from September 2010 to June 2013.

GRANTS (Emphasis on the recent 5 years 2008.6-2013.6)

National Bilingual Teaching Project (teaching research) by the Education Ministry of China (2008): RMB 100,000 yuan;

Corporate Strategic Management Project (research project) (2010): RMB 30,000 yuan;

Cases Involving Going-Global Strategies and Operations of Chinese Enterprises (teaching project) (2013): RMB 45,000 yuan.

HONORS AND AWARDS

Beijing 2006 Annual Award of Advanced Teachers, Beijing Municipality, 2006;

Special Experts Allowance by the State Council, State Council of the People's Republic of China, 1996.

FACULTY EXPERINCES

ACADEMIC VISITING EXPERIENCE

Visiting Professor at the Harvard Business School, Harvard University, U.S.A. (May, 2011)

- Academic exchange and Advanced Management Training arrangements;

Adjunct Professor at the Robert H. Smith School of Management, University of the Maryland, U.S.A. (from February to April, 2008)

- Academic exchange and Teaching "Doing Business and Managing Enterprises in China" course for the EMBA Program;

Visiting Professor of International Business at the Harvard Business School, Harvard University, U.S.A. (January, 1997)

- Academic exchange and Advanced Management Training arrangements;

Visiting Professor of International Business at the School of Business, Huddersfield University, U.K. (from February to April 1997)

- Academic exchange and presenting lectures to their MBA students;

Visiting Professor of International Business at the Harvard Business School, Harvard University, U.S.A. (from April to May 1995)

- Academic exchange and Advanced Management Training arrangements;

Visiting Associate Professor of International Business at the Business School, George Wanshington, U.S.A. (from October 1990 to November 1991)

- Academic exchange and doctoral studies;

Visiting Associate Professor of International Business at the School of Business, Lancaster University, U.K. (from February to May, 1988)

- Academic exchange and research projects.

UNIVERSITY ADMINISTRATIVE EXPERIENCE

(Please explain the administrative positions as part of the faculty responsibilities within the university)

Executive Director, Research Centre for the Internationalization of Chinese Enterprise at the University of International Business & Economic (UIBE), Beijing, China (from October 2008 to present)

- Responsible for on-campus teaching and research activities;
- In charge of university sponsored enterprises and teaching supportive activities.

Vice President, the University of International Business & Economic (UIBE), Beijing, China (from March 1999 to February 2000)

- Responsible for on-campus teaching and research activities;
- In charge of university sponsored enterprises and teaching supportive activities.

Dean, School of Business at the University of International Business & Economic (UIBE), Beijing, China (from September 1994 to February 1999)

- Responsible for strategic planning of teaching and research;
- Responsible for faculty training and academic development;
- Responsible for routine teaching activities, etc.

Director, Department of International Business Management at the University of International Business & Economic (UIBE), Beijing, China (from February 1992 to August 1994)

- Responsible for development strategies of the department;
- Responsible for faculty training and academic development;
- Responsible for international academic exchange programs, etc.

Associate Director, Department of International Business Management at the University of International Business & Economic (UIBE), Beijing, China (from September 1987 to January 1992)

- Responsible for international academic exchange programs;
- Responsible for routine teaching activities.

TEACHING EXPERIENCE

(Please indicate the complete teaching experiences)

Business Administration courses, School of Business at the University of International Business & Economic (UIBE), (from May 1975 to present)

- Taught courses on Management, Organizational Behavior and Human Resource Management for master and bachelor degree students from September 1985 to December 2005;
- Taught Strategic Management courses for MBA, EMBA, International MBA and EDP programs, etc. from September 1992 to present;

- Taught International Business Management courses for MBA, EMBA, International MBA and EDP programs, etc. from September 1992 to present;
- Taught Special Topics on Strategic management and International Operations for doctoral students majoring in international trade and business administration from September 2012 to present.

UNDERGRADUATE LEVEL

- Taught Strategic Management courses for undergraduate students from February 1998 to December 2013.

PUBLICATIONS

(Please list the publications from the most recent 5 years (2008.6-2013.6) AND the important publications before 2008; follow the categories and examples, write “None” if there is no works for particular category; include those which belong to none of the categories in “Others.”)

1. PEER REVIEW JOURNAL ARTICLE

Chunguang Ma & Yang Wang. 2012. *Strategic Choice of Non-Equity Modes By Chinese Enterprises Under the Current Global Financial Crisis*, International Journal of Business Strategy (IJBS), Volume 12, Number 2, 2012, p.118-125.

Xiaojuan Wen & Chunguang Ma. 2012. *An Empirical Research of Cross-Cultural Factors on the International Competitiveness of Enterprises – Based on A Corporate Cultural Perspective*, Journal of International Business, University of International Business and Economics (UIBE), Volume 5, 2012, p.110-120.

Chunguang Ma. 2011. *Enlightenment and Introspections of the World Investment Report 2011 on the Chinese Catering Chain Enterprises*. Enterprise Economy, Volume 11, 2011, p.5-9.

Chunguang Ma. 2010. *An Empirical Research on the Industry Value Chain Transformation of Manufacturing Industries in China*. Enterprise Economy, Volume 1, 2010, p.5-9.

Keling Wang & Chunguang Ma. 2010. *An Industry Value Chain Based Perspective on the Sustained Development of the Sugar Manufacturing Industry in Yunnan*, Macro Economic Research, Volume 2, 2010, p.72-76.

Keling Wang & Chunguang Ma. 2010. *Development Experiences of American Theme Parks and their Enlightenment on China*. Enterprise Economy, Vol. 2, 2010: 123-126.

Xiaojuan Wen & Chunguang Ma. 2010. *An Analysis on the Related Concepts of International Competitiveness of Enterprises and Their Impacts*. Inquiry Into Economic Issues, Volume 7, 2010, p.83-87.

Shuyuan Jiang & Chunguang Ma. 2009. *Development and Prospects of Resource-Based Theories of Strategic Management*. Inquiry Into Economic Issues, Volume 8, 2009, p.102-106.

2. RESEARCH MONOGRAPH

Chunguang Ma. 2007. *Globalization and Organizational Change of Enterprises* edited by China Financial and Economic Press.

Chunguang Ma. 2004. *Cross-Cultural Management of International Enterprises* edited by the University of International Business & Economics (UIBE) Press.

3. BOOK

Chunguang Ma. 2014. *Essentials of Management – An International and Leadership Perspective (9th Edition) (Translation)*, People's University of China Press.

Chunguang Ma, Heinz Wehrich, & Mark V. Cannice. 2012. *Management – A Global and Entrepreneurial Perspective (Chinese Edition)*, Economic Science Press.

Chunguang Ma. 2011. *Management – A Global and Entrepreneurial Perspective (13th Edition) (Translation)*, Economic Science Press.

Chunguang Ma & Heinz Wehrich. 2009. *Essentials of Management – An International Perspective (7th Edition)*, China Machine Press.

Chunguang Ma. 2008. *Management – A Global Perspective (12th Edition) (Translation)*, Economic Science Press.

Chunguang Ma. 2005. *International Business Management* (Designated Textbook by the Chinese Ministry of Education), the University of International Business & Economics (UIBE) Press.

4. CONFERENCE & MEETING PROCEEDING

Chunguang Ma & Yang Wang. 2012. *Strategic Choice of Non-Equity Modes By Chinese Enterprises Under the Current Global Financial Crisis*, Proceedings, Summer Conference of the International Academy of Business & Economics, IABE, 2012, p.118-125.

Chunguang Ma. 2009. *Value Chain Based Strategies of Chinese Enterprises in the Context of Globalization*, Proceedings of the Managing in A Global Economy XIII' Conference, Rio, Brazil, June 21-25, 2009, p.597-608.

Heinz Weirich & Chunguang Ma. 2009. *Analyzing the Competitive Advantages and Disadvantages of India with the TOWS Matrix -An Alternative to Porter's Model*, Proceedings of the Managing in A Global Economy XIII' Conference, Rio, Brazil, June 21-25, 2009, p.835-854.

Keling Wang & Chunguang Ma. 2008. *How should the Chinese Enterprises Cope with the Uncertainties in the Context of Globalization and What Specific Measures should be Recommended?*, Proceedings of 2008 International Conference on Management Science and Engineering, Orient Academic Forum, 2008, p.1338-1343.

Chunguang Ma. 2007. *Global Strategy of Chinese Enterprises with An Emphasis on International Operations*, Proceedings of Beijing Forum 2007, p.325-349.

Chunguang Ma. 2006. *Expanding the Effort in Technological and Managerial Innovation*, Economic Daily (Theory Column), October 16, 2006, the 6th page.

5. CASES or a SET of CASES

Chunguang Ma & Yang Wang, 2013. *A Case of Zhongzhou Construction Company Engaged in Expanding the African Markets*.

Chunguang Ma & Yang Wang, 2012. *A Case of Internationalization of Weifang Diesel Engine Manufacturing Group*.

Chunguang Ma & Yang Wang, 2011. *A Case of Internationalization of Liangli Leather Shoe Company in Shenzhen*.

Chunguang Ma. 2006. *Case Collections of Management – A Global Perspective*, Economic Science Press.

Chunguang Ma. 1994. *Case Studies in Sino-Foreign Joint Ventures*, University of International Business & Economic (UIBE) Press.

PROFESSIONAL EXPERIENCE

(Please indicate all working experiences in addition to Academic Visiting/University Administrative/Teaching experiences; especially professional experiences within the most recent 5 years. "Entrepreneurial Experiences" includes both full-time and

part-time positions, e.g. permanent positions, trainer, etc. “Consulting Experiences” refers to the paid knowledge and information consultancy to achieve business goals. “Significant participation in business professional associations” includes service in commercial or uncommercial associations, participation in related issues and direct contact with business and other organizational leaders. “Community Services” indicates the faculty responsibilities in addition to teaching and researching activities, such as curriculum development, dissertation defense, faculty interview, academic committee membership, etc.)

ENTREPRENEURIAL EXPERIENCES

Marketing Researcher, Barclays Bank (Headquarters) in San Francisco, U.S.A. (1985)

- Survey of the marketing strategies by Japanese commercial banks in the U.S. market;
- Research on the FDI status and trends of foreign firms and banks in the U.S. market.

Supervisor, Tianjin Harbour, Tianjin, China, (1968 – 1971)

- Supervising grass-root level employees;
- Coordinating port loading and unloading with vessels;
- Supervising engineering and technical personnel.

CONSULTING EXPERIENCES

Independent Director, Zhongbo Advanced Materials Corporation in Shandong, (2002 – 2008)

- Assisted in the formulation of share-holding transformation strategies;
- Assisted in the formulation and execution of corporate strategies.

Consultant, China National General Technologies Group, (1999 – 2004)

- Assisted in the formulation of corporate strategies;
- Trained top-level executives on the strategic management.

Consultant, Huawei Technologies in Shenzhen, (1994 – 2002)

- Assisted in the formulation of import and export strategies;
- Assisted in the planning of international investment and operations;
- Trained top-level executives and middle-level managers of the company.

Consultant, China National Cereals and Oils Imports and Exports Corporation (COFCO), (1992 – 2000)

- Assisted in the formulation of development strategies of industrialization of the company;
- Assisted in the planning of international operations of the group company.

PARTICIPATION IN BUSINESS PROFESSIONAL ASSOCIATIONS

(None)

CUMMUNITY SERVICES

(Please indicate faculty responsibilities except teaching and research responsibilities: e.g. curriculum development, dissertation defense, faculty interview, academic committee membership, etc.)

Student Paper Supervision and Defense: School of Business, UIBE (1985 to present)

- Supervised 10 doctoral candidates, of whom 6 already graduated;
- Supervised more than 500 master-level candidates (including MBA & EMBA) , all of whom already graduated;
- Supervised 11 bachelor students, all of whom already graduated.

Member of the Degree-Confering Committee, UIBE (1992 to 2008)

- Assisted in conferring of academic degree;
- Assisted in formulating requirements on paper writing and quality control.

Member of the Academic Committee, UIBE (1992 to 2005)

- Assisted in planning of disciplinary development of the university;
- Assisted in teaching and research activities and controlling of teaching quality.

Member of the Academic Assessment Committee of Management Discipline, UIBE (1992 to present)

- Evaluating and assessing candidates for academic promotions;
- Voting candidates for academic promotions.

Member of the Academic Committee, School of Business, UIBE (1992 to present)

- Assisted in designing academic majors and concentrations;
- Assisted in quality control of teaching and research.

PROFESSIONAL DEVELOPMENT

(Please indicate the professional activities, especially those within the most recent 5 years (2007-2011); write "None" if no activity is referred.)

SYMPOSIUMS

(None)

SEMINARS

- Taught International Business Management course for the Executives of the China Global Engineering Corporation, EDP Programs, School of Business, UIBE (from 2010 to 2013);
- Training Program of Managerial Executives of International Operations by the Chinese Ministry of Commerce, UIBE (twice from 2007 to 2008)

WORKSHOPS

Presiding and attending various workshops sponsored either by the business school or the university.

MEETINGS

Presiding and attending various meetings organized either by the business school or the university.

CONFERENCES

Attending various conferences organized either by the business school or the university.

OTHER EXPERIENCE

(Please indicate any experience which is not included in “Faculty Experience,” “Professional Experience,” or “Professional Development.”)

(None)